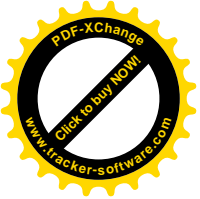


COUNTY OF SALEM WEBSITE

APRIL 9, 2013



Presented by: Diane Sparks, DHS Marketing Solutions
Kirsten Engstrom, Zeus Creative
Jason Shapiro, Shapiro Web Design



OVERVIEW

In February of 2013 DHS Marketing Solutions and Zeus Creative entered into a contract with the County of Salem to provide website hosting, support and maintenance. Each of our companies has over 25 years of marketing and design experience. Together we launched a partnership with Shapiro Web Design to bring reliable hosting, custom websites and cutting edge solutions to our clients

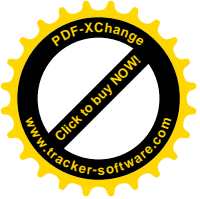




FEATURES

- BUILT ON WORDPRESS
 - NEW DESIGN AND LAYOUT
 - RESTRUCTURED NAVIGATION
 - DOCUMENT TREE
 - AUTO ARCHIVING
 - CLEAN URL'S





WORDPRESS

WHAT IS WORDPRESS?

WordPress framework is a theme development platform that is easily updated

WHY DID WE CHOOSE WORDPRESS?

- Large user base – over 60 million (according to Forbes 1 in 6 websites are built on WordPress)
- Highly rated open source Content Management System (CMS)
- Frequent security updates
- Modest hosting requirements (very cost effective)
- Framework allows flexible content presentations
- Ease of ability to stay current with all security upgrades





DESIGN AND LAYOUT

- VISUALLY SIMPLIFIED DESIGN
 - CLEAR, CRISP, NEW LOOK
 - CLEAR HIERARCHY AND FLOW OF INFORMATION
 - FLEXIBLE PAGE LAYOUT
 - SPACIOUS LEFT COLUMN FOR FEATURED TOPICS
 - 2 OR 3 COLUMNS DEPENDING ON CONTENT



HOME PAGE

[BID OPPORTUNITIES](#)
[PUBLIC NOTICES](#)
[ARCHIVE/DOCUMENTS](#)

SEARCH:




[HOME](#)
[YOUR GOVERNMENT »](#)
[ABOUT SALEM COUNTY »](#)
[EVENT CALENDAR](#)
[SERVICES](#)
[CONTACT US](#)



2013 Chosen Board of Freeholders



[View Freeholder's Newsletter](#)

[Read the latest Freeholder newsletter here](#)

[Emergency Notification System](#)



YOU ARE HERE: [Home](#)

Welcome to Salem County, NJ

Located in the heart of the Northeast Corridor, Salem County is the Gateway to New Jersey. Visit us and Discover the Possibilities that exist in our County. I consider it an honor to serve as Freeholder Director. This website is another step toward making Salem County government open, accessible and responsible, one of my key priorities.

My Freeholder colleagues and I are committed to transparency and openness in government. Our goal is to provide you with a user friendly website full of useful information about the county, resources, events and government documents/forms. We appreciate any constructive comments or suggestions to improve this communication vehicle to serve you better.



We look forward to serving you throughout the year.

Julie A. Acton
Director, Salem County Board of Chosen Freeholders

Mission

To enhance Salem County residents' quality of life by ensuring the safety, prosperity and wellness of our communities through responsive, innovation and fiscally responsible actions.

Vision

To provide the citizens of Salem County the highest quality of life by promoting: Public Safety; Fiscal Responsibility; Economic Development; Culture and Diversity; Health and Education; and Preservation of Natural Resources. We the freeholders will achieve these goals by embracing our core values.

Core Values

TOP STORIES

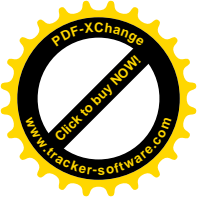
- [Contact Us](#)
- [Internet, Intranet and Content Management Support and Maintenance](#)
- [Farmland Surveys for the County of Salem, NJ](#)
- [Supplying and Delivering Office Supplies](#)
- [Supplying and Delivering Office Supplies](#)

INFORMATION ABOUT

- [Voter Registration](#)
- [Employment Opportunities](#)



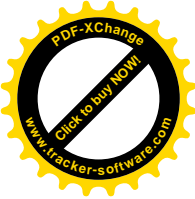
- [Railroad Permit Information](#)



RESTRUCTURED NAVIGATION

- DROP DOWN
 - PAGE SPECIFIC SUB MENUS
 - BREAD CRUMB TRAILS



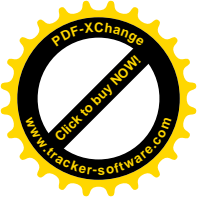


DROP DOWN MENUS



BREAD CRUMB TRAILS





DOCUMENT TREES

- ONE PLACE FOR ALL COUNTY DOCUMENT DOWNLOADS
 - EASY TO UPLOAD NEW DOCUMENTS AND UPDATE SITE
 - SIMPLIFIES THE USERS EXPERIENCE

AUTO ARCHIVING

- AUTOMATIC PAGE POPULATION - BIDS, PUBLIC NOTICES AND TOP STORIES
SHOW UP IN ORDER OF POSTING DATE ON THE HOME PAGE TOP STORIES

CLEAN URL'S

[HTTP://WWW.SALEMCOUNTYNJ.GOV/HEALTH](http://www.salemcountynj.gov/health)

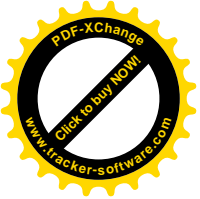
VERSUS

[HTTP://WWW.SALEMCOUNTYNJ.GOV/CMSSITE/DEFAULT.ASP?CONTENTID=1292](http://www.salemcountynj.gov/cmssite/default.asp?contentid=1292)

OTHER

- MOVED HEALTH DEPARTMENT SITE TO OWN SUBDIRECTORY,
[WWW.SALEMCOUNTYNJ.GOV/HEALTH](http://www.salemcountynj.gov/health)
- MOVED SHERIFF SALES DATABASE TO OWN SUBDOMAIN,
[SHERIFFSALES.SALEMCOUNTYNJ.GOV](http://sheriffsales.salemcountynj.gov)





PROPOSED TIMELINE

Week of April 8

Website Meeting

User site review – feedback and questions to DHS

Deliverables needed from County by end of week

Week of April 15

Pointers set to the new server beginning of the week

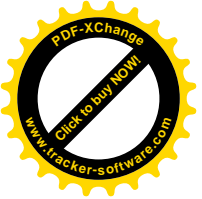
Propagation to occur during the week (5-7 days)

Week of April 22

Schedule user training

****DHS/Zeus to handle all department updates from April 15 through May 20.**





QUESTIONS/NOTES

